

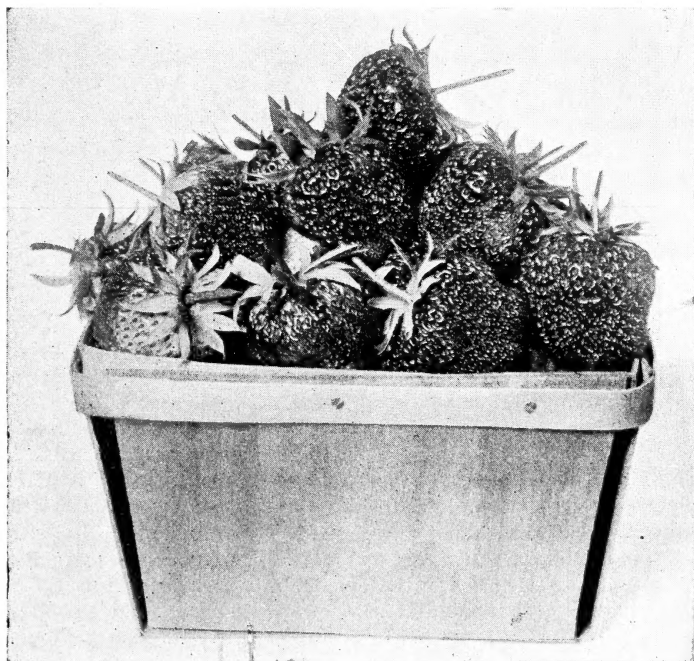
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

2.37

RECEIVED
★ FEB 21 1939
U. S. Department of Agriculture

PRYOR'S
DESCRIPTIVE CATALOGUE
OF HIGH-GRADE
STRAWBERRY PLANTS
SEASON 1939



GEM—An Outstanding New Everbearing Variety

M. S. PRYOR
SALISBURY, MD.



PREMIER

Still The Most Popular Variety

1939 - GREETINGS - 1939

Friends another year has passed and we are now writing 1939. I hope the year just passed has been kind to each one of you and that the new year finds you healthier, happier and more prosperous than the year before.

Strawberries last season, in most sections, sold for higher prices than for several years and was a welcome break for thousands of growers. There seems to be a general feeling in business circles that things are definitely on the up grade and I believe that now is a good time to set plants so as to be ready to cash in on the better times that most everyone seems to believe lie just ahead of us.

Prices of plants this season, as you will note by referring to price list, are much lower as we have had a good growing season and I have more plants this season than last and want to give my customers, and prospective customers, the benefit and make it easier for them to get PRYOR'S "QUALITY" **Satisfaction or Money Back Guaranteed Plants** and am enclosing order blank and return envelope for your convenience. I am also enclosing an inquiry blank for prepaid prices for those who would like to know just how much their plants are going to cost them delivered to their express, or post office.

I want to thank each one of you for the generous orders you gave me last season and frankly hope to be favored with your orders again this year, and to those who have never set my "QUALITY" plants I invite you to try them this year and learn why so many growers order PRYOR'S plants year after year thus proving "Pryor's Plants Pay Better."

Again I thank you and assure you I am always glad to hear from you and if there is any way I can help solve your plant problems I would be very glad to help you.

Yours for more and better berries,

M. S. Pryor

Plant Some Strawberries This Spring

Strawberries are the first fruit to ripen in the spring and people are glad to get them and are willing to pay good prices for them. Why not help meet this demand and reap some of the profits? They are easy to grow, yield a sure profit, and this profit is early in the season when most needed. Many growers make from \$200 to \$500 per acre and some even more than this. Even if you have only a small garden or backyard you should grow them. You will be surprised and delighted with the results. Just think how much better it would be to have them so you could go out and pick them fresh from the vines any time you want them and then you will get the "real" strawberry flavor for you find they will have a much richer flavor than berries that have been picked 24 to 48 hours and in many instances much longer.

Then just think of the many ways you can serve them—sugared down and served with milk or cream, canned, preserved, jam, in short cake, ice cream—they're fine any way you fix them and no other piece of land of same size, and with so little expense and labor, will yield as much in satisfaction and profit, and by planting some everbearing plants this spring you can enjoy strawberries this summer and fall.

Be sure to plant some this spring. You will be glad you did. Order plants now for your strawberry garden and I will reserve them for you and ship when you say. 250 to 500 plants, if given proper care, will supply all you can use the whole season thru, with some canned for winter use, and probably some to sell to your neighbors who will be more than glad to get them.

SET PLANTS EARLY

Set strawberry plants early—just as early as the ground can be worked. The natural and most successful time to set all plants is in the early spring. Every thing in nature takes on new life at this time, and your plants will do much better planted then than at any other time.

Plants are dormant during the winter and just start putting out new foliage and will stand handling better than at any other time; also there is less foliage and can be packed in smaller packages and transportation will be less.

Plants set in early spring, before the sun gets hot, will enable them to get started much earlier. Then, there is plenty of moisture at this time, something every plant must have to live and when set under these conditions, if properly set will live almost to a plant and enables the plants to get started good before the hot dry weather sets in.

Be sure to set your plants early this spring. I would suggest ordering plants shipped a few days before you intend setting (they can be heeled in if necessary) so they will be there ready to set when the weather is just right for setting.

Pryor's Strawberry Plants

Are especially grown for plants on high land and have a well developed root system that makes them grow and produce results for my customers when planted in their fields. I grow and handle no other kind of nursery stock putting all my time and attention to the growing, packing, etc., of strawberry plants, trying to do this one thing well and believe I can give you better plants and service than I could if I handled several other kinds of nursery stock, and is another reason why it will pay you to send me your order this year.

When hoeing plants for the first time **be sure to uncover** the buds of all plants that have been covered by wind, in cultivating, or too deep setting as they will never amount to much if they are not uncovered. This is very important, for the plants, altho they may not actually die, will be so smothered that it will be all they can do to live and will not have the vitality to put out runners and make plants.



Strawberry Culture

Soil—Strawberries will grow on most all kinds of soil if springy and moist, as they require a great deal of moisture especially at fruiting time, but well drained so water will not stand. They are grown in nearly all climates, being grown with success as far south as Florida and as far north as Alaska and on the light sandy types as well as on the heavier soils, altho, like most other crops they will produce larger crops if planted in fertile well drained fields that are full of humus and that will retain moisture, in fact, any kind of land that will make good crops of corn or potatoes will make a good crop of berries. Strawberries should follow some truck crop that has been heavily manured, if possible, as this seems to put the plant food in just the right condition for them to use and also will be less weed seeds, or after cow peas. If neither of these are available, rye can be sown in the early fall and plowed under in the early spring, this will supply plant food and humus and help retain moisture. After the field has been selected it should be plowed in early spring and if barnyard manure is to be used would advise broadcasting it at this time, and either with or without manure should be thoroughly prepared by discing then harrowing or dragging until the field is level so as to have a nice soft even planting bed. Strawberries should not be planted on an old sod, as this is likely to be infested with grubs; such land should receive at least one cultivated crop before planting to strawberries.

Planting—In the northern states strawberry plants should be set as early in the spring as the ground can be prepared as plants set at this time, before the sun gets hot, will have plenty of moisture, something every plant must have to live—insuring a good stand, if properly set, and will do much better than when set late. In the south plants may be set at any time from Nov. 1st to April 1st. When setting plants care should be taken not to let the roots be exposed to the wind and sun. The roots should be kept damp and set in moist soil and the soil should be firmly pressed around the plant so it will not dry out and not set too deep so that the buds will be covered and not too shallow so that any part of the root will show. The roots should be put straight down, and if the roots are so long this cannot be done, it is better to cut off part of the roots than to have them all doubled up in the row. This can be easily and quickly done by taking the bunch of plants, before it is opened and holding it near the ends of the roots and clipping off ends with knife or shears. In setting plants a spade, trowel or dibble are the tools usually used, altho a two horse transplanter is often used in large commercial plantings but this is rather particular work and the droppers should have some experience to set them out properly.

Distance to Plant—For the matted row system the rows should be about $3\frac{1}{2}$ to 4 feet apart and the plants set 13 to 20 inches apart in the row according to variety. Prolific plant makers like Missionary, Blakemore and Dunlap can be set farther apart than varieties that make larger but fewer plants like Chesapeake, Lipton and Mastodon. After the beds are 12 to 15 inches wide or as wide as wanted the runners should be kept cut off. Wider beds than this would be satisfactory provided the plants are trained in the row when hoeing so they will not be too thick or over-crowded in the row but each plant spaced a few inches apart.

Fertilizing—To get plants started early a light application of fertilizer, if barnyard manure is not available which is best applied as above, should be made before planting, but I desire to warn my customers against the too heavy application of commercial fertilizer to young strawberry plants, as many plants have been injured and often killed outright, but 400 or 500 lbs. of a mixture composed of 1500 lbs. dissolved bone and 800 lbs. acid phosphate would not injure them if put in the drill or row provided it is well scattered and thoroughly mixed with the soil but would advise putting it in about 10 days before plants are set. An application of from 400 to 500 lbs. per acre as a top-dressing in September, of a mixture containing from four to seven per cent. of nitrogen and from five to ten per cent. of phosphoric acid with very little if any potash. Probably early September would be the best time, for if applied then you will have stronger and more vigorous plants and would aid in the formation of fruit buds. Another application in early spring, before growth starts, especially if a second year fruiting bed, would be beneficial. All fertilizer should be brushed off the leaves immediately after putting on and never use fertilizer when the plants are wet as doing so will result in scorched or burnt foliage.

Care of Plants When Received—When plants arrive they should be removed from express or postoffice as soon as possible and set in cool place and if they appear to be very dry should be dipped in water or better still let them stand in water (roots not foliage) for two or three hours or possibly overnight so they will drink sufficient water to freshen them up and if for any reason you are not quite ready to set plants they can

STRAWBERRY CULTURE—Continued

be kept a week or two by unpacking them carefully separating each variety, untieing bundles and heeling in V-shaped trenches, dampen the roots, if this has not been done, but not the tops, firm soil around them with foot and shade from sun.

Mulching—Mulching is the best way to protect the plants from freezing and thawing in winter, to preserve moisture during a dry season and to keep the berries from getting sandy during a rain. Wheat straw is considered the best material, but rye straw, marsh grass, coarse manure (if not lumpy) or similar material may be used. Apply this in the fall and when growth starts in the spring rake off the beds into the middles between the rows where it serves the purpose of retarding the growth of weeds and also makes picking easier.

Cultivation—Cultivation should begin as soon as possible after plants are set and should continue once a week or ten days, if land is in suitable condition, through the summer and early fall to keep free from weeds and help retain moisture. Hoe as often as necessary to keep down weeds, but shallow, so as not to disturb the roots. When hoeing the first time be sure to uncover the buds of all plants that have been covered by planting or cultivating. If this is not done they will not amount to very much. The first young plants should be encouraged to take root as this will enable them to get started earlier and make better beds and should be trained in the row so they will not be over-crowded especially the varieties that make a great many plants.

Removing the blossoms—This is very important if you wish success with your plants for if the plants are allowed to produce fruit they are greatly weakened, using the greater part of their vitality, therefore all blossoms should be removed the first year. On overbearing varieties all blossoms should be removed until about the middle of July, or until they get started good, when they can be allowed to fruit.

PLANTS AND SERVICE ARE WHAT COUNT

When You Buy Strawberry Plants These Things Are Essential

First—Be sure the plants are true-to-name. It is discouraging as well as unprofitable to find at picking time that you have not got the variety you ordered and which may not be suited to your requirements, or to find that you have a mixture of varieties some of which may be worthless. I am very particular with the stock plants I set to see that they are strictly true-to-name and am very particular in digging to make sure they are kept true.

Second—Plants should be vigorous, healthy, and well-rooted, and dug from new beds that have not produced a crop of fruit. It costs just as much to prepare and fertilize, plant and care for an acre of poor plants that did not have vitality enough to grow and make a good fruiting bed as it does an acre of well bedded fruiting rows—the results of planting vigorous, healthy, well-rooted plants.

Third—Plants should be fresh dug, well cleaned and graded. They should not only be fresh dug but kept fresh and moist and not allow wind and sun to dry out and wither. The dead leaves and runners should be removed, the small plants thrown out and roots straightened before bunching so as to facilitate planting.

Fourth—Plants should be grown right. Should be planted on good ground that has plenty of plant food and given good care so they will produce healthy plants with large crowns and long bright roots that are full of small fibrous roots. Plants like these are full of vitality and if conditions are at all favorable will grow and produce satisfactory results wherever planted.

Fifth—And last but not least plants should be properly packed in damp moss and shipped as soon as dug as plants that have been held in storage for some time will not start growing as quickly nor do as well as plants that are fresh dug. Promptness in digging and shipping your order is very essential in having your plants reach you in fresh, good growing condition.

Sixth—My plants are grown on sandy soil and are famous for their vitality and productiveness and will please you; in fact my aim and ambition is to fill your order that you will be so well pleased that you will not only order again the next year but will tell your friends and neighbors and they will send me their orders too. That's the kind of advertising that pays.

PREMIER

FOR YEARS THE MOST POPULAR VARIETY

Varieties May Come and Varieties May Go But Premier Holds Its Own.

Premier (Howard 17) has been, and is still, the most popular, and with the exception of Dorsett and Fairfax, the best money-making early variety ever introduced in the strawberry world and no variety, either early or late, has made growers more money or given more general satisfaction. For home gardens, local markets or for shipping moderate distances it has out-classed them all. This is the berry that has paid off more mortgages than any other variety and is just as good today as it ever was.

Premier will grow and thrive most everywhere, except in the far south, and on most all kinds of soil, whether clay, rocky or sandy soil, in fact the plants seem to readily adapt themselves to conditions wherever planted. Plants are healthy, vigorous growers, keeping their healthy green foliage clear thru the fruiting season; are unusually productive of large size bright red berries that most always bring good prices because of their large size, their bright red color which extends clear thru to the center, and to their handsome appearance due to their bright green cap which stays green to the end of the fruiting season, even in dry weather, and adds just the right touch of beauty to the fruit and makes for higher prices. Ripens early and produces thru a long season. A sure cropper, being almost frost proof, never having failed to make a crop of fruit in this section since it was introduced, and is another reason why Premier will keep you on the profit side of the ledger, there being no crop failures, no off years. You will make no mistake in planting Premier and will be good assurance of a crop of fruit next season. I have a nice supply of plants that I am sure will please you and will give results whether your planting be large or small.

FAIRFAX

Quality and Flavor Unsurpassed

Fairfax like Dorsett was originated by the U. S. Department of Agriculture and is rapidly becoming known as the berry "with the flavor" that makes customers come back for more as it has the finest flavor of any berry grown. Fairfax ripens about same season as Dorsett and Premier and like these varieties ripens thru a long season. The berries are of large size, being larger than any of the early varieties and under favorable conditions will remain large to the end of the season. The berries are conical in shape and very regular being most uniform of any variety; color a beautiful rich red when first picked then turns very dark red but still maintain their firmness and will keep some days longer yet before decaying as many consumers are beginning to learn, in fact Fairfax is one of our very best shippers and will stand shipping long distances as well as Blakemore, Gandy or Lupton.

The plants of Fairfax are vigorous growers, are much larger than Dorsett and will not make near as many plants and for this reason are just a little higher in price. The dark green foliage seems to radiate vigor and remains healthy clear thru to the end of the fruiting season and is one reason why they can produce such an enormous crop of fruit and while probably will not set as many berries as Premier will produce as many or more quarts owing to the size of the fruit. Fairfax is not only a great long distance shipper but is unexcelled for the home garden, local markets and roadside stands; in fact wherever size and flavor count it will pay you to grow Fairfax. I can recommend Fairfax and as the price of plants this year is very reasonable urge you to give them a thorough trial.

MISSIONARY

A standard early variety that is very popular in the southern states especially in Florida where it is practically the only variety grown as it seems to be better adapted to soil and climatic conditions than any other variety. Plants are strong growers making plants freely, are very productive of medium to large size berries that are dark red in color with large green caps that make them very attractive in appearance and always sells for good prices. Very firm, therefore a good shipper and keeper and a favorite with the cold pack or juice men.

DORSETT

Heavy Yields - Large Size - Better Quality - Greater Profits

Dorsett was originated by the U. S. Department of Agriculture and altho was not introduced until 1933 has made such wonderful strides in this short time that it is now considered by many growers the "leading" variety in the strawberry family. To attain this leadership in such a short time it must have exceptional merit and prove on a dollar and cent basis that it will make growers more money than any other variety. That is just what Dorsett has proven many times and in many sections that it will do. The combination at the top of this page is the reason.

Dorsett is a heavy yielding variety producing large crops of fancy fruit and the berries, with the exception of Fairfax, have the finest dessert flavor of any variety ever introduced; in size they rank with the largest being exceeded only by Fairfax, are bright red in color, and like Blakemore, hold their bright color some time after being picked, making them have that fresh, just picked appearance, which with their bright green cap makes a beautiful appearance in the package and makes Dorsett especially in demand by buyers and when tasted the flavor will make them buy again and again. The season of ripening is usually as early as Premier but a much larger early crop is produced which means you get a larger number of quarts the first picking or two when they bring the highest prices. In plant growth Dorsett is a vigorous grower making a heavy matted row which may need thinning for best results. The vigorous dark green foliage, like Fairfax, seems to radiate vigor and they keep this healthy condition until the fruiting season is entirely over. Dorsett, while not as firm as Fairfax and Blakemore, is a fine shipping variety and is equally good for home garden, local market or roadside stands. Commercial growers have found "Dorsett pays" and are planting heavy to it. I believe, you too, will find Dorsett a "Profit Bringer" and recommend planting some Dorsett this year.

THE NEW BLAKEMORE

Now Better Than Ever

This Ideal Shipping Variety at Last FREE From Yellows

This will be welcome news to the thousands of growers of this valuable early shipping variety. For years the U. S. Department of Agriculture have been testing to produce a strain of Blakemore that was free from yellows. They have at last succeeded and is being offered to the general public for the first time this season. (It was available to plant growers last year). No grower can afford now to plant the old Blakemore when they can get the new "Yellows Free" Blakemore at practically the same price.

Blakemore has been thoroughly tested and proven to be the best commercial shipping variety for the south and central sections, making growers more money than Missionary (except in Florida) and Klondyke. Growers in this section are planting heavy to it because it is bringing them higher prices and making them more money. The plants are medium in size, but are vigorous growers, in fact make plants so freely they can be set farther apart and some attention to spacing, when hoeing, will prove profitable. Blakemore ripens early, bearing large crops of medium to large size berries, holding up well in size if the plants are well spaced, and the fruit is so firm that if picking is neglected for a day or two on account of weather, or shortage of help, there will be very little loss due to over-ripening. The berries are beautiful, being bright red in color, which extends clear thru to the center, with a bright green cap that makes them show up well in the package, and attracts the buyers, but what makes it especially valuable is the fact that it maintains its bright red color after being shipped and will arrive in market fresh and bright, with that just picked appearance. In fact, it is one of our very best shipping varieties. If your market is at a distance be sure to plant the new "Yellows Free" Blakemore. You will find it a money maker.

STRAWBERRY CULTURE IN A NUTSHELL

Plant early in the spring; cut off all blossoms that appear first year; keep out the weeds and mulch with straw after the ground freezes in the fall.—Dean Ralph R. Watts, in Market Grower's Journal.

SOUTHLAND Was originated by the U. S. Department of Agriculture and is recommended for the south as a home or local market berry being much better in quality and flavor than Missionary, Klondyke or Blakemore. The berries are unusually large, being much larger than the varieties usually grown in the south and very fine in quality; are quite firm in flesh and will stand up for some time but must be handled carefully as the skin is tender. Plants are healthy, vigorous growers with foliage that is free from disease. Southland is especially recommended for the Southern states—and believe growers in that section should give it a thorough trial, as it may prove to be just the berry you want for home garden and local market.

CLERMONT A New York state introduction and is a seedling of Premier and Marshall. It has been highly praised in some sections of the north where it is well worth trying but not recommended this far south as it is said to rust badly. I have not fruited Clermont but in New York State it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green cap. The plants are strong, vigorous growers and make good fruiting beds.

KLONDYKE A vigorous grower, makes plants abundantly. Berries uniform, of fair size, color rich dark red, very juicy and handsome. Sells quickly at top prices; very firm and an excellent long distance shipper. A favorite with canners and preservers. Klondyke has been a favorite with growers all thru the south, but our yellows free Blakemore will make them more money.

BELLMAR Was developed from a cross of Premier and Missionary by the U. S. Department of Agriculture. The plants are vigorous growers making fruiting beds even on poor soil and on good soil should be spaced or thinned when hoeing. Season of ripening a little earlier than Premier, very firm reaching distant markets in good condition but soon turn dark after picking but still retain their firmness. Would recommend Dorsett, Fairfax, Premier or Blakemore instead.

MID-SEASON VARIETIES

CATSKILL

AN OUTSTANDING MID-SEASON VARIETY

Was originated by the New York Exp. Station (seedling No. 4443) where it has been grown for several years and is highly recommended for its size, yield and attractiveness. Catskill is a cross of Marshall and Premier and must take its fruiting qualities after Premier for it is a heavy producer and in tests made has even outyielded that variety and seems to be second to none in yield under normal conditions. The berries are large in size, bright red in color with a bright green cap that makes an attractive appearance and of excellent quality and flavor. The plant growth is unusually vigorous with long fibrous roots that penetrate deep into the soil making them drouth resistant. The foliage is healthy and vigorous, makes plants freely, in fact on good ground may need spacing or thinning for best results as the berries in nearly all varieties are the largest and best where plants are not too thick.

Catskill is a mid-season variety ripening same season as Big Joe and has outyielded that variety having made some surprising yields and is not as easily injured by frost as Big Joe making it better for frosty locations. I have never fruited Catskill, having sold out of plants every season, but from what I have seen and heard of it believe you will find Catskill one of the best money makers of the mid-season varieties and would urge growers to give it a thorough trial.

DUNLAP (Dr. Burrill). An old-time favorite throughout the northern half of the country and still grown by many of its old friends, although it is being gradually replaced by newer varieties, especially Premier, which is better in most every way. Dunlap will grow and succeed under nearly all conditions and with any kind of treatment. A sure cropper and heavy yielder. Berries are medium to large, bright red in color, juicy and of delicious flavor.

BIG JOE

The Leading Mid-Season Variety

Also called Joe Johnson. A very popular variety and the kind to plant if you want a big crop of fancy berries. Beginning to ripen just as the early berries start to run down they always bring a premium of a dollar or two a crate. Big Joe and Catskill are the best varieties I know of to go with Premier (or Dorsett and Fairfax) and Chesapeake to give you a full crop of fancy berries from the beginning to the end of the berry season. The plants are exceedingly vigorous and make fine fruiting beds on most any kind of soil that will produce strawberries, but, like most other varieties, responds quickly to a little extra care and fertilizer.

Berries are bright red in color with a large bright green cap that makes them very attractive, some of the finest berries I saw last year were a few crates of Big Joe at the auction block at Fruitland; firm and of excellent flavor making a fine table berry, are almost perfect in shape, of very large size and produced in great abundance for so large a berry. Sells for top prices and whether you retail your berries, sell at the farm or roadside stand or ship to market you should include Big Joe in your planting for I am sure you will be pleased with the results.

ABERDEEN Plants are strong vigorous growers with plenty of healthy dark green foliage that is unusually free from disease. A heavy producer comparing favorably with Premier or any of the other varieties but fruit should be kept picked closely and marketed quickly. Berries are large size, beautiful bright red in color with a double green calyx that makes a very attractive package or crate. Not firm enough for shipping to distant markets but profitable for markets within hauling distance on account of its productiveness and ability to yield under adverse conditions.

GIBSON (Parsons Beauty). An old favorite with growers in many sections. The plants are healthy and vigorous making good fruiting beds on almost any kind of soil. Very productive, the plants being simply loaded with berries. Fruit medium to large size, dark red in color and of fine flavor. Gibson is not firm enough for distant shipping but is very popular for canning and for local or nearby markets.

CULVER A product of the New York Experiment Station and is considered as the best of the late varieties they have introduced. The plants are vigorous, and healthful and not so susceptible to leaf spot. The berries are large, fairly firm, beautiful bright red color with bright green caps, and of excellent quality. I have not fruited Culver but they have made good growth and believe it well worthy of a trial.

PATHFINDER Formerly known as New Jersey No. 35 and originated by the New Jersey Experiment Station as the result of a cross of Aberdeen and Premier. Ripens a few days after Premier. The berries are regular, roundish conic in shape, medium to large in size, bright red in color, moderately firm and of good quality. Plants are vigorous, healthy growers and sets a heavy crop of fruit. Recommended for trial.

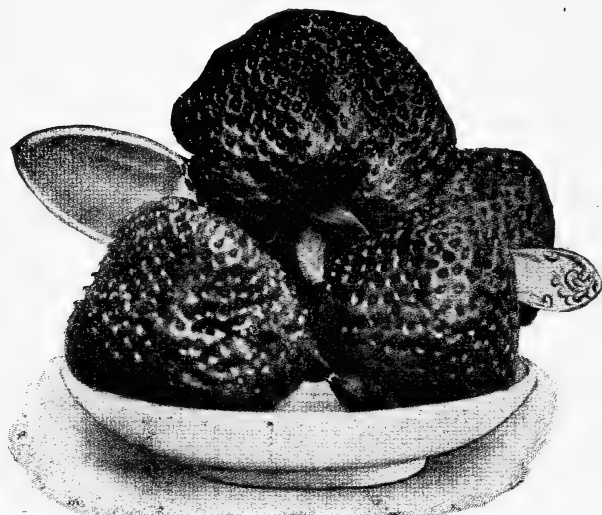
LATE VARIETIES

AROMA A very popular late variety on account of its large size; attractive appearance and excellent quality and is extensively planted in all sections and especially in the middle west. Plants are strong, vigorous growers and are heavy producers of large, round, almost perfect shaped berries that are bright red and attractive in appearance. A strictly high flavored high class market berry and one that you can ship to distant markets and will reach there in almost perfect condition. A real money-maker in many sections.

WM. BELT Whenever quality and large size are considered, Wm. Belt ranks with the best. Is probably the most popular fancy variety and always brings fancy prices. Does best in the middle and northern states. It is quite productive of extra large berries that are somewhat irregular in shape; color a beautiful bright red, firm, and of the very best quality. Largely planted in many sections, and if you have a market that will pay a premium for quality Wm. Belt is the variety to plant.

CHESAPEAKE

Excels All Late Varieties



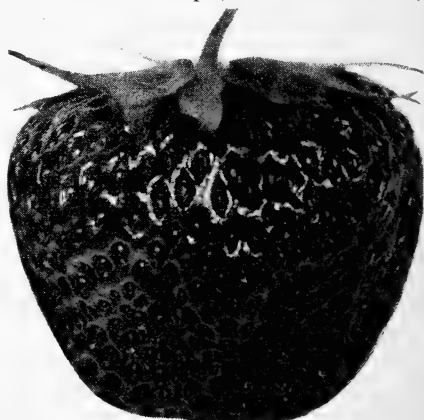
CHESAPEAKE—Large, firm. A Beauty.

if ever, has a crop failure. Fine for the home garden as it is of the best eating quality. Chesapeake does best on a rich springy soil where, with good cultivation, will make a good, well spaced, fruiting bed and if you have this kind of soil you need not hesitate to plant it for it will prove to be one of your best money makers.

GANDY A fancy extra late shipping variety that is very extensively grown in some sections and usually brings top prices for the quality of the Gandy is known in every market throughout the country. Makes plants freely but should be grown on black springy soil as it needs plenty of moisture at fruiting time. The berries are of large size, very firm, being one of our best shippers and will not spoil if picking is neglected for a day or two; are bright red in color, handsome in appearance and of excellent flavor.

LUPTON A fancy late shipping variety that always bring top prices on account of its large size and handsome appearance being almost as large and handsome as Chesapeake. The plants are good bedders making a better fruiting bed than Chesapeake and if your land does not suit Chesapeake would suggest planting Lupton. The berries are large and handsome, very uniform in size and shape; color a rich shiny red all over, no green tips, with a large green calyx that adds much to its beauty; very firm, making an extra good shipper and for this reason is a money-maker. Not recommended for the home garden, but a fancy late variety for long distance shipping.

PEARL A fancy extra late variety beginning to ripen just after Gandy, which it resembles but will probably do better on the lighter soils if they are rich; but like Gandy needs low springy soil to do its best. It blossoms late and often escapes the late frosts, making it desirable for frosty locations. The berries are large, dark red, firm and a good shipper. The plants are medium in size, but vigorous growers, making plenty of plants for a good fruiting bed, in fact makes plants so freely should be kept thinned for best results. Pearl is the variety to plant if you wish to extend the strawberry season for a day or two or have a market for fancy late berries.



PEARL

The best and most popular late variety with strawberry growers and deservedly so on account of its large size, handsome appearance, fine flavor and excellent shipping qualities. Healthy, productive and profitable. Plants are large size, very vigorous and healthy, no rust or disease of any kind and due to the fact that Chesapeake makes only a moderate number of plants the berries are all large, not just a few large ones and the rest small, but hold their size well up to the last; in this respect it is the best late berry grown.

The berries are bright red in color with a large green cap making them beautiful in appearance, ripens evenly without green tips, firm, being one of our best shippers and of the highest quality. Always sells for top prices. Blossoms late and escapes the late frosts and very seldom,

Everbearing Varieties

FOR PLEASURE AND PROFIT

I believe there are possibilities in the everbearing, (or more strictly speaking fall bearing) strawberries that are overlooked by a great many growers who could make a nice profit from the planting of everbearers. If you live near a summer resort where the berries could be marketed two or three times a week, or near some good sized town they would probably buy all you could supply or if you are situated so you cannot do this and live within 150 or 200 miles of one of the large wholesale markets, where they could be picked one day and sold the next morning, believe you would find this a paying proposition. Most of the everbearers grown in this section are marketed this way as we are near enough to the markets of Baltimore and Philadelphia that they can be picked in the afternoon and sold the next morning, and generally find a ready sale at prices that leaves a nice profit for the grower.

How many berries will a plant produce? This depends on soil fertility, care, season, spacing of plants, etc. Generally speaking, if conditions are favorable, they will produce about one quart of fruit per plant. Some have secured much better yields than this but the average is somewhat less. This is the fall crop the same year they are planted and the plants will still produce a full crop of fruit in the spring, and also another crop the following fall that will compare favorably with the first fall crop if given good care. Many growers make enough, and more than enough, to pay the expense of growing them, from the sale of fruit the first fall and still have their spring and following fall crop which is practically all clear profit.

There is no secret to growing them just plant like you do the regular spring varieties, except that blossoms will have to be removed longer, or until about the first to middle of July, when they can be allowed to ripen fruit and will fruit from then on to freezing weather. It is well to keep in mind, especially when growing everbearing strawberries, that the better the ground, the better the care and attention the better the crop of fruit will be and larger the profit.

In planting everbearers I would suggest using the hill or narrow row system of cultivation, unless a heavy spring crop is wanted, that is setting the plants closer and keeping all, or nearly all, of the runners pinched off as the plants then will make larger crowns, and bear more fruit in the fall than if allowed to make a lot of runners. A good plan is to allow each plant to put out two runners, one on each side of the plant and each runner to make one plant and these plants spaced equal distance apart, which, if plants were set 15 inches apart would make one plant for every 5 inches down the row. If wider bed is wanted, each plant can be allowed to put out four or six runners and each runner to make two or three plants each and these spaced alternately about 6 or 8 inches apart would give sufficient width of bed even for good crop the following spring.

M A S T O D O N

MADE EVERBEARERS PROFITABLE

M A S T O D O N Is still the most popular and extensively planted of all the everbearing varieties holding about the same position among the everbearers that Premier has among the spring varieties. Gem from my experience is a close second and would recommend giving it a thorough trial, but Mastodon has been tried for several years and is a proven money maker. Plants set this spring should begin to bear fruit soon after being set but for best results blossoms should be removed about first of July when they can be allowed to fruit and from then on to freezing weather will have blossoms, green berries in all stages of growth and ripe berries at the same time. Berries are large size, fairly firm and of good quality. Another reason that makes Mastodon a safe variety to plant is that it will not only produce a big fall crop but will bear a heavy crop in the spring, ripening in mid-season, that will compare very favorably with most of the spring bearing varieties. The plants are large with long deep roots that enable them to withstand drouth. The foliage is low and spreading which protects blossoms and berries from frost and cold in the fall.

G E M

Becoming More Popular Every Year

Originated in Michigan and was introduced by several Michigan growers in 1934. Growers there were very enthusiastic about Gem from the first. One grower says it has a combination of qualities not found in any other everbearer; that it is large, firm, good color, fine flavor, a very heavy cropper, strong vitality and a good plant maker. As a spring crop it will rank with the best.

I have fruited Gem for four years now and have found it at least equal, if not superior, to Mastodon. We picked a few Gem berries Thanksgiving week (Nov. 22nd) that sold on the Baltimore wholesale market for 25c per pint. The berries are lighter in color than Mastodon, but of different shape, being almost round, of firmer texture and will carry to market better, are about as good quality as Mastodon, as attractive in the package and will average as large in size but for best results should not be allowed to make too many plants. The plants make a fine growth, producing more plants than any of the everbearers as they have a tendency to make a number of medium to small size plants instead of a few large plants, like Mastodon and most of the everbearing varieties. From results I have obtained would suggest planting at least part of your acreage to Gem.

CHAMPION (Progressive). This is the variety that first put everbearing varieties on the map and until Mastodon was introduced was the heaviest producing everbearer grown and will produce as many berries as Mastodon but are much smaller and of better flavor, being so sweet they do not require as much sugar and is one of the best for the home table. Very productive and a sure cropper every season. Plants are medium in size, very thrifty and full of vitality. Champion is a home garden or local market variety not being firm enough for shipping.

ENJOY FRESH STRAWBERRIES

From July until the ground freezes, you can have nice, luscious strawberries anytime you want them. Prepared the way you like them best, just picked from the vines, from your own garden, with that delicious flavor only obtained in fresh fruit, by planting some of my Gem or Mastodon Everbearing Plants this spring. If you have more than you can use your neighbors would gladly buy them or you can preserve or can them for winter use.

WHEN MARKETING FRUIT pick and grade carefully as you will in this way create a demand for your product and enable you to have regular customers who will be anxious to get your berries even if they have to pay more for them and when you once get trade established DON'T send them second grade produce. Always fill boxes good and full, set in shade as soon as filled, and market as soon as possible after being picked. By observing these few rules you will have a nice, attractive, fresh looking package that you will be proud to put your name and brand on.

UNIVERSITY OF MARYLAND STATE HORTICULTURAL DEPARTMENT CERTIFICATE OF INSPECTION

THIS IS TO CERTIFY, That on the 13th day of October, 1938, we examined the Nursery stock of M. S. PRYOR NURSERIES, growing in his nurseries at Salisbury, County of Wicomico, State of Maryland, in accordance with the laws of Maryland, 1898, Chapter 298, Section 58, and that said nurseries and premises are apparently free, so far as can be determined by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other dangerously injurious insect pests and plant diseases.

This certificate is valid until Sept. 30, 1939, unless sooner revoked, and does not include nursery stock not grown within this State, unless such stock is previously covered by Certificate and accepted by the State Entomologist and State Pathologist.

ERNEST N. CORY, State Entomologist
C. E. TEMPLE, State Pathologist

College Park, Oct. 14th, 1938

What Variety Shall I Plant

I am often asked this question and it is a logical one for with so many varieties to choose from it is somewhat confusing especially to the beginner and makes it hard for him, or her, to tell just which is the best variety, so I am going to select the best varieties in each season.

DORSETT, FAIRFAX and **PREMIER** are the outstanding early varieties. Premier has been the best, the most popular and the greatest money making early variety and the demand for it the last two seasons proves it is still one of the best varieties to plant. Dorsett and Fairfax have become very popular, and rightly so, because of their vigor, productiveness, large size and their wonderful flavor. South of Pennsylvania **BLAKEMORE** is fast coming into popular favor as a long distance shipping variety and for the south should take the place of Missionary (except in Florida) and Klondyke as it will make them more money. Southland is a good home garden, local market variety for the south.

BIG JOE has been the best mid-season variety and the one that has made growers the most money but **CATSKILL** has proved by its heavy production, large size and high quality that it is a variety of outstanding merit and everyone desiring a mid-season to late variety should give it a thorough trial. Aberdeen is of good quality and can be planted where the market is near at hand as they are too soft for distance shipping and also have to be kept picked closely.

CHESAPEAKE is the best late variety and will make you more money than any other variety if you have land that will suit it. Chesapeake is the aristocrat of the strawberry family and always sells for top prices and because it does not make a heavy matted row the berries are large and run large to the end of the season. If your soil does not suit Chesapeake try **LUPTON** unless you have a market that will pay a premium for quality, then if you live north of Mason-Dixon line, Wm. Belt is the variety to plant.

MASTODON has been the best everbearing variety to grow commercially as it is firm enough to ship moderate distances but **GEM**, because of its vigor, appearance and quality is rapidly becoming a leader and should be given a thorough trial and I believe will make growers as much or more money than Mastodon. Both varieties are excellent for the home garden. **CHAMPION** is the best flavored of the everbearers but is small and soft and should only be planted for the home garden.

All the other varieties I list are dependable money making varieties under some conditions and if you have tried and like them, well and good, but if you are doubtful or uncertain plant the varieties mentioned above.

Some Thoughts on Buying Plants

I believe it will pay you to buy your plants not only because I have plants to sell but there are some advantages in buying them that I submit for your consideration as I believe these will bring you greater profits than the saving you make by digging your own, namely:

1.—The convenience of having plants there ready to set at the most favorable time so as to take advantage of the first good days of spring. Early planting pays and is one of the surest ways to success in growing strawberries for about 90 per cent. of the early set patches are successful.

2.—The money you would receive from the plants during the two years that you could fruit them.

3.—The trouble and expense of digging and cleaning your own plants often with inexperienced help, from ground that is hard and sticky so that the roots would be broken off in digging and the soil would not come off without a great deal of shaking causing loss of time at the season of the year when every good day counts.

4.—Then you lose the invigorating effect that comes from a change of climate and soil as these often showed a marked gain.

5.—Many of the best strawberry soils are heavy and the plants are short rooted and will not do as well especially if the season is dry and then the plants can not be set as quickly or as well as the plants I can furnish you which are grown on sandy soil especially for plants and have long bright roots, are nicely trimmed and evenly bunched.

Instructions to Purchasers

Orders—Should be sent as soon as possible after you receive the catalogue and I will reserve plants for you and ship when wanted. In ordering be sure to write your name and address plainly and give your postoffice, county and state every time you write. All orders acknowledged promptly as soon as received, and notice will be mailed when goods are shipped.

Terms—Payments must be made in advance. Remittance may be made by Postoffice Money Order, Registered Letter or Bank Draft. U. S. Postage Stamps will be accepted for fractional part of a dollar. If not convenient to remit full amount when order is sent, remit one-third of the amount of the order and I will book your order and hold for you and you can send balance when convenient before shipment is made.

I Guarantee—The safe arrival of plants when shipped by mail or express, by May 1st, if taken from express office and opened on arrival and will replace any that do not, provided you will send me at once your express receipt and statement from express agent as to condition and damage to plants, but cannot be responsible for plants allowed to lay around in express office or for neglect of purchaser or his employee to properly care for same after arrival. Nor can I be responsible for drought, floods, insects, etc., after planting, as these are things over which I have no control.

Shipping Season—October 20th until May 1st. Shipping thru the winter to the southern states. Early spring is the best time to plant in the middle and northern states, just as early as the ground can be prepared. **EARLY PLANTING PAYS** so be sure to plant as early as possible for this may mean success or failure, and then the plants will stand handling much better than when growth has started. All orders shipped after May 1st sent at purchaser's risk but will use every precaution I possibly can to get the plants to you in good condition.

True To Name—While I use every caution to have all plants true to name and guarantee to refund purchase price paid for same or replace with stock that is true, should any prove otherwise, it is understood that in no case will I be responsible for any sum greater than that actually paid me for the plants.

Reference—The County Trust Co., (formerly The Eastern Shore Trust Co.), and the American Railway Express Co., both of Salisbury, Md.

If my plants please you tell your friends, and if not tell me so I can make it right—
for a satisfied customer is my best advertisement.

Strawberries Are Profitable

Easily Grown

Children Succeed With Them

Strawberries are a very profitable crop and are easily grown. Requires little capital to start with and returns come in earlier than from any other fruit crop; with little expense a second crop almost equal to the first may be had. Its a crop too that children can take care of (with some help at picking time) and what boy or girl wouldn't be proud to have a patch of nice red strawberries they could call their very own so if you can let them have a small piece of land and loan them a little money to buy plants with, I believe you will be surprised at the results and the profits will make them more content to stay on the farm.

•

WILL BE GLAD TO SEND YOU
PREPAID PRICES

Name..... R.F.D.....

EXPRESS OFFICE.....

Please ship by **PARCEL POST** ☐ **EXPRESS** ☐

Amt. Enclosed: Check \$..... M. O. \$..... Stamps \$..... Cash \$.....

[illegible]

The above plants by EXPRESS prepaid - - - - - - \$.....

The above plants by Parcel Post Prepaid - - - - - - \$.....

NOTE: 1000 plants or more will in most cases cost less by express if beyond second zone (150 miles). 400 or more will usually cost less by express if beyond third zone (300 miles).

Date of Order.....

I accept your prepaid quotation. Please ship as instructed above.

Signature.....

NOTE—Early in the season I usually have in stock everything listed in my catalogue but late in the season I frequently run short of some of the varieties, therefore, when you order late please state whether I shall substitute something equally as good and as near like the variety ordered as possible or return your money for any stock I may be out of. Answer.....

Pryor's Garden Collections

I am this year offering some special collections to get you acquainted with the high quality of my plants, and to get those who have never grown strawberries to try them and see for themselves what things they have been missing in the way of nice, delicious strawberries, just picked from the vines, and the pleasure and profit they can get from a small garden plot with a very small outlay and a little of their spare time. You can materially reduce the high cost of living, and please the good wife and children too, by planting one of these special collections this year. By planting one of the larger collections you can have all of the berries you can use, some to can or preserve for winter, and then some to sell to your neighbors.

COLLECTION NO. 1

25 BLAKEMORE	\$.25
25 FAIRFAX30
25 PEARL25
50 MASTODON55

Regular price.....\$1.35

Special Price only.....\$1.00

COLLECTION NO. 3

100 PREMIER	\$.60
100 FAIRFAX70
100 CATSKILL65
100 CHESAPEAKE70
100 PEARL65

Regular price.....\$3.25

Special price only.....\$2.50

COLLECTION NO. 2

50 PREMIER	\$.40
50 BIG JOE40
50 PEARL40
100 MASTODON95

Regular price.....\$2.10

Special Price\$1.50

COLLECTION NO. 4

250 DORSETT	\$1.25
250 BIG JOE	1.10
250 CHESAPEAKE	1.30
250 GEM	2.00

Regular price\$5.65

Special Price only.....\$4.50

All collections shipped via parcel post or express purchaser to pay transportation charges.

TRUE-TO-NAME. While I use every precaution to have all plants, etc., true-to-name (I believe I come as near doing this as anyone in the business), I will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

NOTICE—Please write below the names and addresses of growers who are interested in, or buyers of strawberry plants and I will send them my catalogue. Thank you.

PRICE LIST FOR 1939

Purchaser To Pay Transportation Charges

Prices given in 1,000 to 5,000 lots are per 1,000 plants.

Early Varieties

	25	50	100	250	1000	2000	3000	4000	5000
Bellmar	\$.25	\$.40	\$.60	\$1.10	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
BLAKEMORE25	.40	.60	1.10	3.00	3.00	3.00	3.00	3.00
DORSETT25	.40	.65	1.25	3.85	3.80	3.70	3.60	3.50
FAIRFAX30	.45	.70	1.25	4.10	4.00	3.90	3.85	3.75
Howard 17.....	.30	.40	.65	1.25	3.90	3.80	3.70	3.60	3.50
Klondyke25	.40	.60	1.10	3.00	3.00	2.95	2.90	2.85
Missionary25	.40	.60	1.10	3.00	3.00	3.00	3.00	3.00
PREMIER30	.40	.65	1.25	3.90	3.80	3.70	3.60	3.50
SOUTHLAND25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
Clermont30	.45	.70	1.30	4.00	4.00	4.00	3.95	3.90

Mid-season Varieties

ABERDEEN25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
BIG JOE.....	.25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
CATSKILL25	.40	.65	1.25	4.25	4.15	4.05	3.90	3.75
Dr. Burrill.....	.25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
Parsons Beauty.....	.25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
Gibson25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
Senator Dunlap.....	.25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
Culver30	.45	.70	1.30	4.00	4.00	4.00	3.95	3.90
Pathfinder35	.50	.80	1.60	4.50

Late Varieties

Aroma25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
CHESAPEAKE30	.45	.70	1.30	4.25	4.20	4.15	4.10	4.00
Gandy25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
LUPTON25	.40	.60	1.15	3.50	3.45	3.40	3.35	3.25
Pearl25	.40	.60	1.10	3.25	3.20	3.15	3.10	3.00
WM. BELT.....	.25	.40	.65	1.15	3.50	3.45	3.40	3.35	3.25

Everbearing Varieties

Champion35	.50	.90	1.75	5.50
GEM35	.55	.95	2.00	6.00	5.90	5.80	5.65	5.50
MASTODON35	.55	.95	2.00	6.00	5.90	5.80	5.65	5.50
Progressive35	.50	.90	1.75	5.50

500 plants at the 1000 rate.

All varieties listed above are perfect blossom and do not have to be fruited. They can be planted alone or with other varieties.

PARCEL POST RATES

	1-2 zones	3 zone	4 zone	5 zone	6 zone	7 zone	8 zone
100 plants.....	\$.10	\$.14	\$.21	\$.28	\$.33	\$.41	\$.48
250 plants.....	.18	.27	.44	.58	.75	.95	1.15
500 plants.....	.29	.47	.77	1.12	1.45		
750 plants.....	.40	.67	1.12	1.55			
1000 plants.....	.51	.87	1.47				

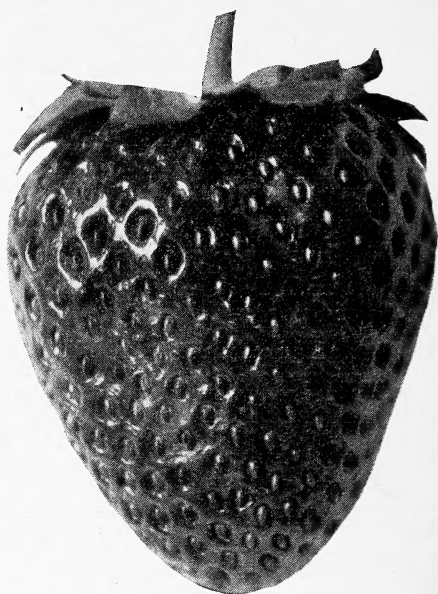
Plants do not all weigh the same as some are larger than others but the above table will generally be found correct but if it does not require this amount the excess will be returned.

The Express Company has made a very substantial reduction in the rates in most of the states east of the Mississippi River and it is cheaper now to have plants sent by express unless you live quite a distance from the express office and have to make an extra trip after them. If you wish them sent Parcel Post add to prices of plants as above.

If delivered prices are wanted please use enclosed inquiry blank but in case you do not have this write anyway and I will be glad to quote prices prepaid to your express or postoffice.

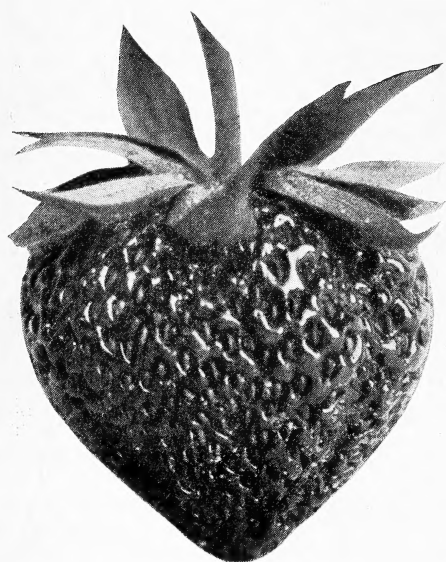
DORSETT

A variety of exceptional merit, producing big crops of large, firm, bright red berries of superb quality and flavor.



CATSKILL

This new, large, firm, heavy yielding variety is proving to be the best money maker of the mid-season varieties.



FAIRFAX

Big crops of large, firm beautifully shaped berries with the finest flavor of any berry you ever tasted—that's FAIRFAX.

